



Michigan Small Business & Technology Development Center

Greeting from the MI-SBTDC:

Your friends at the MI-SBTDC hope you are having a tremendous second quarter.

As we continue our work together and we look to the future, allow me to provide you with the results of our 2005 economic impact report. This will illustrate to you just how important your contribution is to our regional economy.

In 2005 our work together produced:

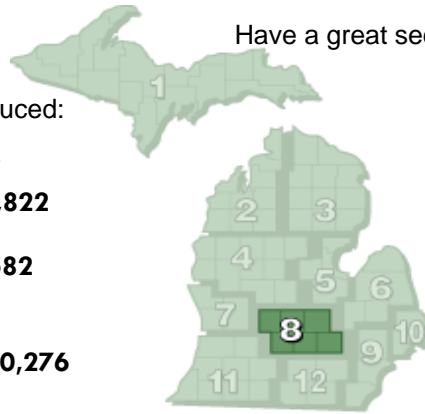
- Number of clients served: 997**
- Counseling hours provided: 3,822**
- Training programs: 35**
- Training program attendees: 582**
- Jobs Created: 848**
- Jobs Retained: 293**
- Total financing raised: \$10,940,276**

Congratulations on this tremendous accomplishment. Your efforts certainly produced outstanding returns.

As you continue to grow your small business and our regional economy please keep our counseling, training, research, and technology based services in mind.

Have a great second quarter,

Bo Garcia MBA, MPA
Regional Director
MI-SBTDC at LCC



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Region 8 of Michigan's MI-SBTDC is hosted by Lansing Community College

MI-SBTDC CLIENT HIGHLIGHT: East Lansing Company Blends Psychology and Wireless Technology to Fight Obesity

East Lansing's MediaBalance, Inc. is taking on the obesity epidemic. Funded by two highly prestigious Phase I Small Business Innovation Research Grants from the National Institutes of Health worth \$400,000, the company is testing the feasibility of its innovative approach to changing behaviors associated with obesity. If the company is successful in its Phase I efforts, it will be eligible to receive \$2,000,000 in follow up funding that will allow the company to take the products to the commercial marketplace.



"We plan to eat Weight Watcher's for lunch", quipped company president Dr. Alejandro "Alex" Terrazas, a Ph.D. cognitive neuroscientist. "We bring 100 years of research in animal learning and memory to bear on this serious national health care priority. Obesity is the second leading cause of preventable death and disability in the U.S. "Michigan consistently ranks among the most obese states in the union. The cost of obesity is staggering. The cost of obesity is reflected in the cost of manufacturing", Terrazas said.

Dr. Alex Terrazas, founder
<http://www.mediabalance.biz/>

Terrazas is committed to behavioral approaches to the treatment and prevention of obesity. "A recent study showed that individuals who take the weight loss drug sibutramine lose 2.5 times more weight when they combine the medication with lifestyle change therapy. Those who adhered to the lifestyle change therapy the most had 4 times the weight loss as the drug only group. What this says to me is that our products are badly needed and are highly complimentary to medical treatments".

"The Michigan Small Business Technology & Development Center has been invaluable to us in getting our operation up and running. Bo Garcia has helped enormously with business planning and connecting us with resources in Michigan. The MI-SBTDC is a great deal for the taxpayers."

Frequently Asked Questions:



What legal aspects do I need to consider?

Licenses, permits, zoning laws and other regulations vary from business to business and from state to state. You will need to consider requirements of the Americans With Disabilities Act in order to accommodate needs of your customers and your employees. Your local MISBTDC office and/or chamber of commerce can provide you with general information, but you will need to consult your attorney for advice specific to your enterprise and area. You also must decide about your form of organization (corporation, partnership, or sole proprietorship).

**More information will be provided at Evening with the Experts, May 4, 2006 from 6pm-9pm.*

If there is one thing I need to remember when speaking with a lender, what would it be?

If there is one thing I can recommend, it would be the following: Show lenders by your every action that you will do everything possible to repay the loan, and how you plan to fulfill this promise. Don't bother verbalizing this--words mean nothing to a lender. Actions are the most persuasive statement.

Here are some ways to demonstrate to a lender your trustworthiness:

- Evidence of repayment of past business loans
- Evidence of repayment of past personal loans
- Absence of--or no--recent delinquencies
- Absence of--or no--recent derogatory information from personal or business creditors
- Evidence of timely payments to your suppliers

Verifiable examples of difficult personal and business situations that threatened loan repayment, but you kept your word and paid off your debt obligations

**More information available at <http://www.inc.com/resources/finance/articles/20060401/berdiev.html>*

General Business Counseling: Biz Resource Centers



One of the major roles of the Michigan Small Business Technology Development Center is

counseling new and existing businesses. As business consultants for the MI-SBTDC, we are constantly counseling people who have a variety of business challenges and questions. Here are some of the ways we can help grow your business:

The most important part of the start-up process is writing a solid business plan. We offer helpful sound advice in this area along with examples of business plans written by others. Taking an idea or business concept and shaping it into a business plan can be a daunting task, yet a well-written business plan serves as an invaluable tool for any organization, new or existing.



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3rd floor
Lansing, MI 48901
PH: (517)-483-6340

Portland BRC

259 Kent Street
Portland, MI 48875
PH: (517) 647-6981

Another challenge to entrepreneurs is projecting sales, costs, cash flow and budgets. With a spreadsheet we can help you prepare financial reports (i.e. balance sheets, profit and loss statements) that will help guide your business into the future.

Our staff can also provide specific demographic numbers and information for your region (or other geographic areas). This information can then be used for marketing plans, business plans, and feasibility studies.

Our region has two **Biz Resource Center's** (BRC) located at the Lansing Regional Chamber of Commerce and the Portland Public Library. The BRC offers a wide variety of books, programs and videotapes on topics such as marketing, business management, finance, and customer service. In addition, the Biz Resource Center has several computer terminals available for business planning and correspondence. If there's a question or concern that we don't have an exact answer to, our office has a strong network of experts we can refer you to.

Small Business Tips: Schedule Time for You!

Schedule Time For You

Written by Susan Ward

Feeling pressed for time? Stressed out? You're not alone.

If you're like most small business people, you spend lunch time on the phone or trying to catch up on paperwork. You work extra hard because you need to "make time" to fulfill your family commitments and other obligations. You fit in a few more hours of work in the evening, or even pull an occasional all-nighter when a client deadline looms. And you feel especially stressed because there's never ENOUGH time, no matter how hard you work.

It's not the amount of time that matters, though, but our perception of it. And our perception of time though depends upon our attitude. Think about this. We can all remember occasions when time seemed to pass so excruciatingly slowly it was frozen, or weeks that seemed to whiz by. Time is fixed, but our perception of it isn't.

Our basic biology is also fixed. Most people need a

period of time each day to recharge themselves. They need a certain amount of time to reflect, to enjoy, to energize, or to simply pause - to do something that gives them respite or pleasure so they can deal with the stresses of the day.

So think about yourself. What is it that you like or need to do that will refresh you and allow you to return to the fray with a clearer head and more energy? Is it a daily jog? A walk with the dog? Time spent playing with your children? Sitting and sipping herbal tea? A short nap?

Whatever it is, schedule it into your day, just as you would any business-related activity. Think of it as a meeting with yourself. And stick to it just as religiously as you would if it was a meeting with a client. That daily half hour or hour that you schedule for you will more than repay the time invested. It will make you better able to cope with stress, more productive in your work, and better tempered.

Who's the most important person in your business? You are. Keeping yourself healthy by scheduling time for yourself each day is a great business investment - and fun, once you get used to it!

Upcoming Trainings & Programs:

www.misbtdc.org/region8

Trainings

Starting Your Own Business

June 1, 2006

12:30pm—4:00pm

Cost: \$70 per person or 2 for \$125

Steps in Developing a Business Plan

April 20, 2006 or June 15, 2006

12:30pm—4:00pm

Cost: \$90 per person or 2 for \$160

Financials with QuickBooks Software Introductory Level Training

April 28, 2006 or June 23, 2006

8:30am—5:00pm

Cost: \$125 per person or 2 for \$225

Financials with QuickBooks

Software Advanced Level Training

May 26, 2006 or July 28, 2006

8:30am—5:00pm

Cost: \$125 per person or 2 for \$225



For more training information or to register call (517) 483-9853 or visit www.misbtdc.org/region8



Programs

Evening with the Experts

May 4, 2006

6:00pm—9:00pm

Cost: FREE

To register call the (517) 483-1921

TEAM SBA: Financing Roundtables

May 18, 2006 or July 20, 2006

9:00am—12:00pm

Cost: FREE

To register for TEAM SBA call:

Lansing Regional Chamber of

Commerce (517) 487-6340

Business Basics Orientations

Offered Bimonthly, Wednesdays

12:00pm—1:30pm

Cost: FREE

To register call the (517) 483-1921

MI-SBTDC Staff in Region 8

Regional Center

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Satellite Center

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Denise Peak, Director
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Shiawassee Chamber of
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CTFE Clinton Task Force on
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George Contompasis, Director
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Michigan Small Business & Technology Development Center

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**Got a tip or story?
Let us know!**

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Finding Solutions for Growing Businesses

IN THE KNOW

State makes entrepreneur – friendly list

The Small Business Survival Index for 2005 ranks the policy environment across the nation for entrepreneurship. Published by the Small Business & Entrepreneurship Council of Washington, D.C., the index lists the to five friendliest state policy environments for entrepreneurship as follows: South Dakota, Nevada, Wyoming, Washington, and (an impressive No 5. out of 50) Michigan.

Completed by Raymond Keating, the Small Business & Entrepreneurship Council.



MI-SBTDC Training

The best place to start building business success is with education. A range of training program are offered statewide. Focused on the needs of local entrepreneurs, training is available at the local level in a variety of formats. Individual seminars including how to get started, determining legal structure, accessing financing, effective selling, and e-commerce, are offered throughout the 12 MI-SBTDC Regions. Complete programs that enable new venture and existing business owners to create new business plans from start to finish are also part of the training mix.



<http://www.sba.gov>



<http://www.lcc.edu/bci>

The Michigan Small Business & Technology Development Center regional office, affiliated with the Business & Community Institute at Lansing Community College is one of 12 offices statewide, providing services and support to the Michigan small business community in the areas of counseling, training and research.



The Lansing Community College's Michigan Small Business & Technology Development Center at the Business & Community Institute, contributes to the promotion of economic development by assisting in the creation of new small business and the retention and expansion of existing small businesses. We achieve this mission by providing technical

assistance to prospective and existing business owners and managers in Ingham, Eaton, Clinton, Ionia, Livingston, and Shiawassee counties. We provide our clients with the education and training needed to establish and grow a successful small business.

ADDRESS:

Academic and Office Facilities
315 N. Grand Ave, Room 202
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